

Message Text

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44

ACTION NEA-10

INFO OCT-01 ISO-00 SS-20 NSC-05 PA-01 PRS-01 CIAE-00

INR-05 NSAE-00 RSC-01 EB-04 COME-00 OMB-01 DRC-01

/050 W

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R 141200Z OCT 74

FM AMEMBASSY BEIRUT

TO AMEMBASSY AMMAN

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMCONSUL JERUSALEM

USINT ALGIERS

USINT BAGHDAD UNN

INFO SECSTATE WASHDC 759

USIA WASHDC

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EO 11652: GDS

TAGS: BTRA US EG LE SY JO IS IR KU IZ SA AG

SUBJECT: TIME INC. TOUR FOR AMERICAN BUSINESS LEADERS

1. SUMMARY. TIME INC. PLANNING 14-DAY TOUR OF 10 MIDDLE EASTERN CAPITALS FOR 30 TO 40 TOP AMERICAN BUSINESS LEADERS IN JANUARY 1975. PURPOSE OF TOUR IS INTENSIVE FAMILIARIZATION WITH PROSPECTS AND PROBLEMS OF AREA AND MEETINGS AND EXCHANGES OF VIEWS WITH TOP POLITICAL AND ECONOMIC LEADERS. ADVANCE PARTY NOW TOURING AREA TO MAKE ARRANGEMENTS. END SUMMARY.

2. TIME INC. PLANNING 14-DAY TOUR OF 10 MIDDLE EASTERN CAPITALS FOR 30 TO 40 TOP AMERICAN BUSINESS LEADERS SUCH

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AS HENRY FORD DURING JANUARY 1975. TOUR WILL FOCUS ON

CONFRONTATION AND OIL-PRODUCING STATES; ITS TENTATIVE ITINERARY IS: CAIRO, BEIRUT, DAMASCUS, AMMAN, JERUSALEM, TEHRAN, KUWAIT, BAGHDAD, JIDDA, AND POSSIBLY ALGIERS IN THAT ORDER. GROUP WILL BE ESCORTED BY EDITOR-IN-CHIEF HEDLEY DONOVAN, BOARD CHAIRMAN ANDREW HEISKELL, PRESIDENT JAMES SHEPLEY AND OTHER SENIOR TIME EXECUTIVES.

3. PURPOSE OF TOUR IS TO GIVE PARTICIPANTS OPPORTUNITY TO FAMILIARIZE THEMSELVES WITH PROSPECTS AND PROBLEMS OF AREA AND MEET AND EXCHANGE VIEWS WITH SENIOR POLITICAL AND ECONOMIC LEADERS. SIGHTSEEING AND PURELY SOCIAL FUNCTIONS WILL BE KEPT TO MINIMUM. TO AVOID POTENTIAL SECURITY PROBLEMS, TIME INTENDS GROUP TO KEEP AS LOW A PROFILE AS POSSIBLE AND TO MOVE THROUGH ITINERARY AT PACE FAST ENOUGH TO KEEP IT AHEAD OF ITS OWN NEWS.

4. ADVANCE PARTY MADE UP OF ASSISTANT PUBLISHER LANE FORTINBERRY AND CHIEF OF CORRESPONDENTS MURRAY GART NOW TOURING AREA TO MAKE ARRANGEMENTS. FORTINBERRY IN DAMASCUS TODAY WHILE GART IN BEIRUT. ONE OR BOTH PLANNING VISIT CAIRO, JIDDA, AND AMMAN IN NEXT FEW DAYS, AND WILL CALL ON DEPUTY SECRETARY INGERSOLL UPON RETURN TO U.S. GODLEY

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